



4/29/2023

To whom it may concern,

My name is David Carrier and I'm the owner of Carrier and Partners, Inc., located in Jacksonville, Florida.

I have worked very closely with Brad Hicken of 30 Second Street Media for nearly 15 years. We have collaborated many dozens of times with each other in support of our respective clients. I provide graphic design and art direction for his clients, and I lean on him exclusively to provide innovative ideas, creative copywriting and excellent media strategy, planning and buying services for any of my clients in need of digital, radio and television exposure. I've always found Brad to be honest and thoughtful in his conversation, clear in his direction, and reliable in his actions. His experience, professionalism and attention to detail are assets whose importance can't be overstated. Brad has been an outstanding resource and trusted partner for many years, and I would wholeheartedly recommend him to anyone trying to create a memorable, effective and fiscally responsible media campaign.

I'd be happy to discuss our relationship in further detail if you wish.

Regards,

David Carrier